

12028

MBA 2nd Year 2nd Semester (CBCS) 2016-17

Examination, May-2018

INTERNATIONAL BUSINESS
(Discipline specific elective courses)

Paper- 16IMG22D2

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section A is compulsory. Attempt four questions from Section -B, selecting at least one question from each unit.

Section-A

1. Briefly explain the following :

- (a) Two disadvantages of fixed exchange rates.
- (b) Motives for Internationalisation of firms.
- (c) Need for FDI.
- (d) Types of Central mechanism in IB.
- (e) Advantages of a branded product.
- (f) International promotion mix.
- (g) Ethical Dilemma in International business.
- (h) Objectives of performance appraisal in International business.

12028-P-2-Q-9(18)

[P.T.O.]

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Rachel Sandford



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